



News From

Maggie Brooks

Monroe County Executive

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BROOKS JOINS MEDLEY CENTRE TO BREAK GROUND ON NEW TARGET STORE

Monroe County Executive Maggie Brooks today joined Adam Bersin, owner of Medley Centre and state and town officials for the groundbreaking of the newest Target store in Monroe County. Target, based in Minneapolis, Minnesota is constructing a 127,000 square foot store at Medley Centre in the Town of Irondequoit.

The \$12.8 million project is expected to create about 150 local construction jobs. When the store opens this fall, it will employ approximately 200 people.

The Target store will be located between Kaufmann's and the Holiday Inn Express and will include a pharmacy, Starbucks coffee shop and Pizza Hut. It will be the sixth Target store in the Rochester area.

"In order to strengthen our local economy and attract new investment that will lead to new jobs, we must support revitalization efforts underway in our communities. When we succeed in doing so, taxpayers are the ultimate beneficiaries," said Monroe County Executive **Maggie Brooks**. *"This project is another step forward in the revitalization and development of Medley Centre, but most important, this project is about jobs. The project is expected to create about 150 local construction jobs, and approximately 200 workers will be employed at the Target store when it opens later this year. Further, having a nationally respected retail chain like Target locate here will help attract additional tenants to Medley Centre."*

"I know for the nearly 400,000 people who live closer to Medley Centre than any other enclosed shopping center in Rochester, they will be delighted to once again be able to stay close to home to shop their favorite stores, and park their cars only once while they shop at Target and Rochester's only two-level super-regional mall," said **Adam Bersin**, owner of Medley Centre. *"Target's commitment is a very important step toward attracting the unique array of retailers that Rochesterians are constantly asking me and emailing me to bring to Medley Centre."*

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*“As Chairman of the Senate Committee on Commerce, Economic Development, and Small Business, I am extremely pleased and optimistic with the progress at Medley Centre,” said Senator **Jim Alesi**. “The quality of life for Irondequoit residents and the entire region will be vastly improved as Medley Centre continues to prosper. Needless to say, the local economy will benefit significantly as well. I would like to congratulate the developers as well as my colleagues in government for the cooperative spirit and vision that will complete the promise of prosperity that Medley Centre will bring.”*

*“The addition of Target to Medley Centre will have a positive impact on local residents and our community. The creation of hundreds of construction and store employee jobs will strengthen Monroe County’s economy, build our local tax base and contribute to the support of our schools, police, road maintenance and many other community services that add to our quality of life,” said Senator **Joe Robach**. “I would like to thank both Maggie Brooks and Adam Bersin for making the revitalization of the Medley Centre a reality for Monroe County.”*

*“I’m very pleased to extend our welcome to Target at Medley Center,” said Assemblyman **Joe Morelle**. “It is an important step in the redevelopment of Medley Center and toward the promise of economic growth that it represents for our community.”*

*“I would like to welcome Target to Irondequoit,” said **Assemblyman Bill Reilich**. “It is good news for our entire community whenever we can bring new jobs to the area and promote economic development.”*

Target is the latest retail establishment to locate at Medley Centre. Steve & Barry’s University Sportswear opened in 2005 and earlier this year, O’Boticario, a Brazilian beauty and fragrance retailer, opened its first mall store in the United States.

Bersin thanked county, state, federal and town officials for their support of the project and the revitalization of Medley Centre.

In 2005, Monroe County, through COMIDA, worked with the Town of Irondequoit and the East Irondequoit School Board to approve a PILOT agreement for the revitalization of the former Irondequoit Mall property. Medley Centre is in Monroe County’s Empire Zone.

*“I want to thank Adam Bersin not only for his investment in our community, but also for his vision and passion for Medley Centre,” **Brooks** concluded.*